



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 08/01 thru 08/07.

(prices in dollars per carton)

Fri. Aug 01, 2008

SHELL EGG NATIONAL SUMMARY

Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
		35.3% of 18,000 stores				34.4% of 18,000 stores				36.6% of 17,000 stores				
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA			330 1.44 310 2.64 70 3.00		40 1.49		400 1.38 140 2.94				430 1.37 390 1.83		
	White 12 pack													
	White 18 pack													
	Brown 12 pack													
	USDA GRADE A	160 1.33		1,580 1.16 440 2.60 200 1.94		400 1.51		760 1.19 630 2.39		120 0.99		520 0.96 520 1.94		
	White 12 pack													
	White 18 pack													
	Brown 12 pack													
	REGULAR	USDA ORGANIC	10 2.48		750 3.96				700 3.71				950 3.27	
		White 12 pack												
Brown 12 pack														
OMEGA-3				340 2.30 180 2.84				380 2.59 10 1.89		120 2.50		1,480 2.47		
White 12 pack														
Brown 12 pack														
CAGE-FREE				1,100 2.69				120 1.99 750 2.70				310 3.00 1,260 2.57		
White 12 pack														
Brown 12 pack														

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,090	2,370	1,980	Large Eggs on Jul-28-2008 396.9 down 8%
Specialty	2,380	1,960	4,120	
Total (includes MD)	5,960	4,660	6,250	
Special Rate 4/:	7.7%	11.7%	5.3%	

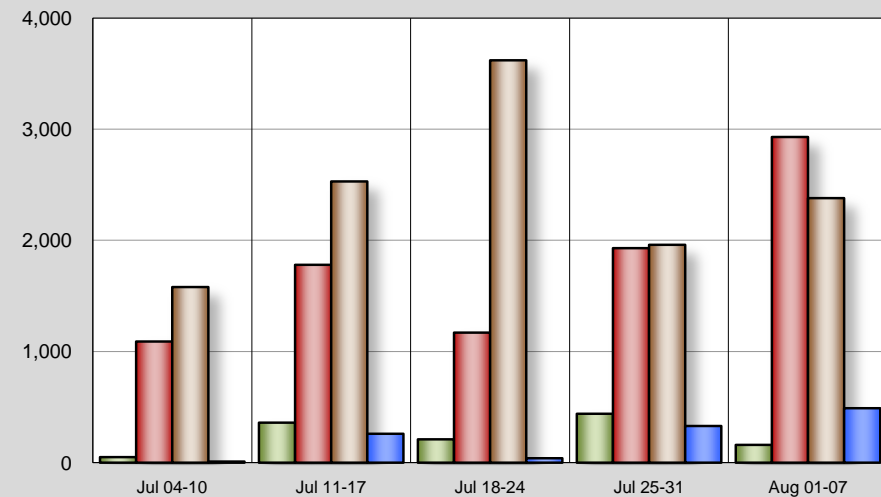
5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

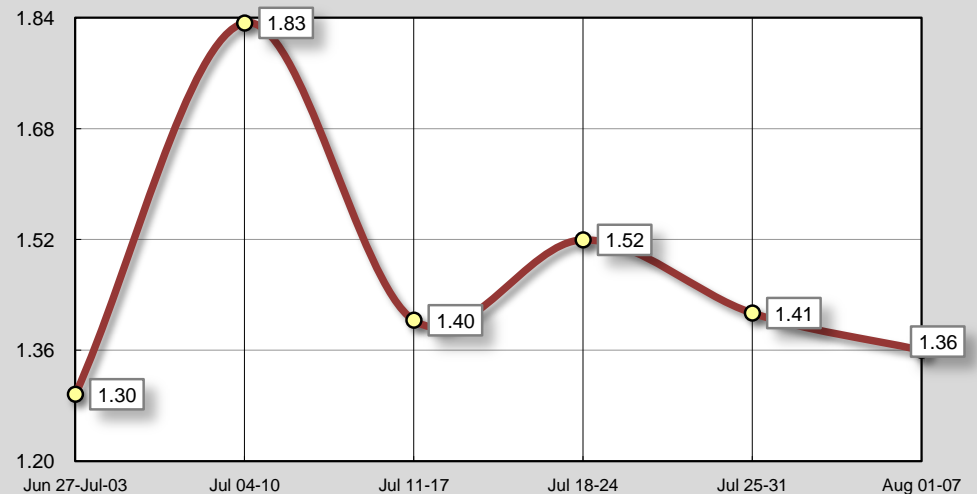
Supermarkets have increased their promotional activity on shell eggs considerably from the past week with regular shell egg promotions exceeding those for specialty eggs for the first time in several weeks. Notably, there are more ads for Medium shell eggs than has been seen in some time. Promotional activity for egg products is up as well and surpasses that of shell eggs. The average price of Large white eggs, Grade A or better, is slightly lower than last week and "no price" promotions are down slightly as well. Featuring of specialty eggs is up with cage-free shell eggs offered most commonly with slightly more ads for Organic eggs from last week. Consumers will be tempted with a range of attractively priced ads that should keep eggs moving into shopping carts through the week.

Shell Egg Promotional Activity by Category

XL LG Spclty Med



Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)							SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)							MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate ^{1/} Activity Index ^{2/}		45.0% of 3,900 sampled outlets Activity Index = 1,760 (includes Medium)							43.6% of 4,900 sampled outlets Activity Index = 1,100 (includes Medium)							37.9% of 3,000 sampled outlets Activity Index = 1,430 (includes Medium)						
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE					
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/			
USDA GRADE AA	White 12 pack				1.59 10 1.59																	
	White 18 pack																					
	Brown 12 pack																					
	MEDIUM	White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack				0.69 - 1.67 390 1.00			1.33 60 1.33			1.00 - 1.39 240 1.22			1.33 100 1.33			0.88 - 1.79 720 1.28					
	White 18 pack				2.50 - 3.00 420 2.65																	
	Brown 12 pack				1.00 10 1.00																	
		MEDIUM	White 12 pack			1.79 40 1.79			White 12 pack			0.89 - 1.79 40 1.42			White 12 pack			1.00 340 1.00				
		White 30 pack						White 30 pack						White 30 pack								
S P E C I A L T Y	USDA ORGANIC																					
	White 12 pack																					
	Brown 12 pack	3.49 - 4.49 470 4.00						3.49 70 3.49						3.29 - 3.49 30 3.38								
	OMEGA-3																					
	White 12 pack																1.99 - 2.68 110 2.04			2.45 220 2.45		
Brown 12 pack	2.50 - 2.99 180 2.84																					
CAGE-FREE																						
White 12 pack																						
Brown 12 pack	2.49 130 2.49						2.79 470 2.79						2.50 240 2.50									
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)							SOUTHWEST U.S. (CA,NV)							NORTHWEST U.S. (ID,MT,OR,WA,WY)						
Feature Rate ^{1/} Activity Index ^{2/}		17.0% of 3,000 sampled outlets Activity Index = 750 (includes Medium)							20.7% of 2,300 sampled outlets Activity Index = 480 (includes Medium)							39.2% of 900 sampled outlets Activity Index = 440 (includes Medium)						
USDA GRADE AA	White 12 pack				1.25 - 1.29 90 1.25						1.25 - 1.50 90 1.39						0.99 - 1.67 140 1.58					
	White 18 pack				2.00 - 2.99 280 2.73						1.87 30 1.87											
	Brown 12 pack				3.00 70 3.00																	
	MEDIUM	White 12 pack						White 12 pack			0.99 10 0.99			White 12 pack								
USDA GRADE A	White 12 pack				0.99 - 1.00 230 0.99																	
	White 18 pack				1.50 20 1.50																	
	Brown 12 pack				1.99 190 1.99																	
		MEDIUM	White 12 pack			0.67 - 1.06 60 0.81			White 12 pack						White 12 pack							
		White 30 pack						White 30 pack						White 30 pack								
S P E C I A L T Y	USDA ORGANIC																					
	White 12 pack																					
	Brown 12 pack	2.48 10 2.48			4.29 50 4.29			3.75 20 3.75						3.75 - 4.29 110 4.15								
	OMEGA-3																					
	White 12 pack																1.99 10 1.99					
Brown 12 pack																						
CAGE-FREE																						
White 12 pack																						
Brown 12 pack	2.79 - 2.99 100 2.89												2.39 - 2.99 160 2.70									

Note: See page 1 for explanatory notes.



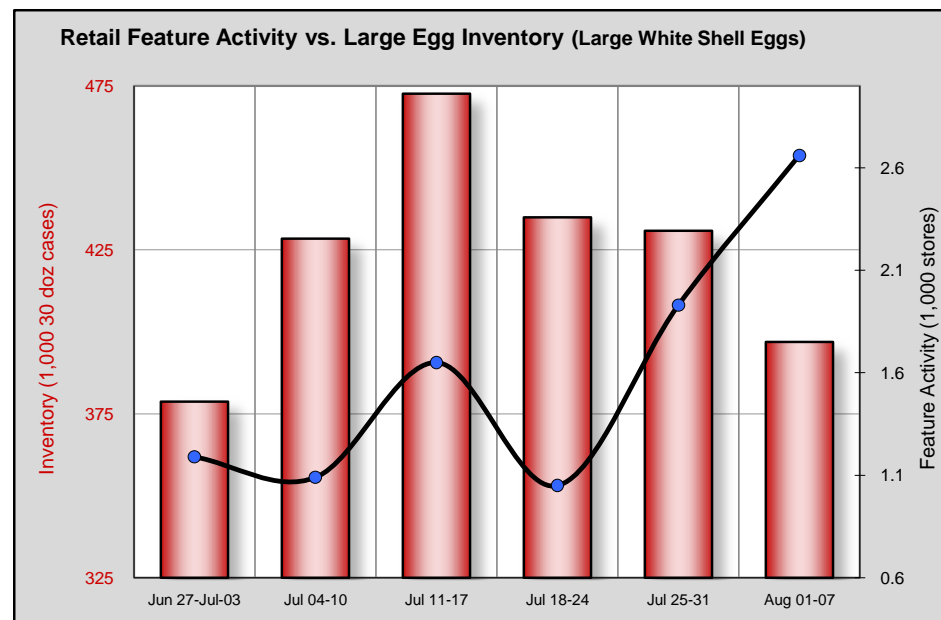
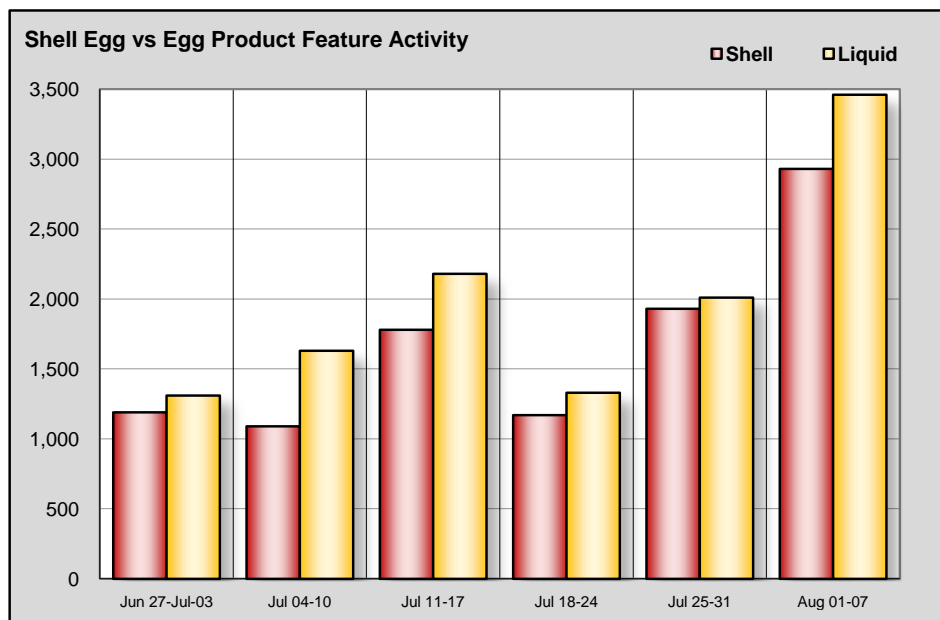
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	14.3%	8.9%	14.0%	37.5% of 3,900 sampled		3.4% of 4,900 sampled		4.6% of 3,000 sampled		9.1% of 3,000 sampled		17.3% of 2,300 sampled		17.5% of 900 sampled	
2/ Activity Index	3,460	2,010	2,490	Activity Index = 2,320		Activity Index = 170		Activity Index = 130		Activity Index = 280		Activity Index = 400		Activity Index = 160	
	Stores Avg ^{3/}	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}
14-16 oz. crtn	2,560 2.70	1,740 2.74	2,260 2.41	2.00 - 3.79	1,500 2.73	2.50	170 2.50	2.00 - 3.00	130 2.84	2.48 - 3.00	280 2.88	2.50	400 2.50	2.50	80 2.50
32 oz. crtn	780 4.88	260 4.74	230 3.74	3.99 - 6.49	700 5.04									3.50	80 3.50
3 - 4 oz. cup	120 3.00	10 1.99		3.00	120 3.00										
2 - 8 oz. cup															



Note: See page 1 for explanatory notes.